

**To:** Peterson, Cynthia[Peterson.Cynthia@epa.gov]  
**Cc:** Faulk, Libby[Faulk.Libby@epa.gov]  
**From:** Schmittiel, Paula  
**Sent:** Tue 4/22/2014 11:04:49 PM  
**Subject:** RE: Upper Animas ComStrat

Cynthia – Thanks for doing this. Your 1 comment in the comm. strat on was the percentage (34%) for the Animas River (AR). I believe it was for the AR since it's the focus of any studies or cleanup. Cement Creek has been "dead" for a long time but the State does have TMDLs and WQ standards designated for reaches of the AR.

Are you going to "finalize" the comm. strat and bring some copies for Martin and some EPA folks. We don't usually share our comm. strats outside EPA except in this case we are sharing with BLM. I'll forward to Brent Lewis at BLM.

Also, I will bring some copies of the Q/As of the comm. strat to share with the county commissioners since the Qs (except for a few Qs at the end) are the actual Qs that the commissioners sent to Steve Way back at the beginning of March.

Paula Schmittiel

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**From:** Peterson, Cynthia  
**Sent:** Tuesday, April 22, 2014 4:39 PM  
**To:** Hestmark, Martin  
**Cc:** Faulk, Libby; Murray, Bill; Wharton, Steve; Sisk, Richard; Stavnes, Sandra; Wall, Dan; Schmittiel,

Paula; Way, Steven  
**Subject:** Upper Animas ComStrat

Hello, All.

Attached is a new Communication Strategy that has been revised based on input from Martin this morning.

We have rearranged the talking points slightly to create a narrative of where we are now and where we want to go in the future. We also wanted to put all the pertinent points up front in the general messages so we were sure they got covered. We expanded on them later in the document. The talking points now roughly follow the structure below:

- Thank you and general messages
- Dan Wall's presentation of current knowledge and planned research
- The current status of the site
- Limitations of removal actions
- Advantages of NPL listing
- Enforcement process
- The Sunnyside Gold letter
- Support of the commission and community is needed
- Conclusion

I know this is a quick turnaround, but please let Martin know if you find any errors.

Thanks!

Cynthia

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Cynthia Peterson

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